



# Imperial County Cross-Border Survey

## Principal Researchers

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REA &  
PARKER  
RESEARCH



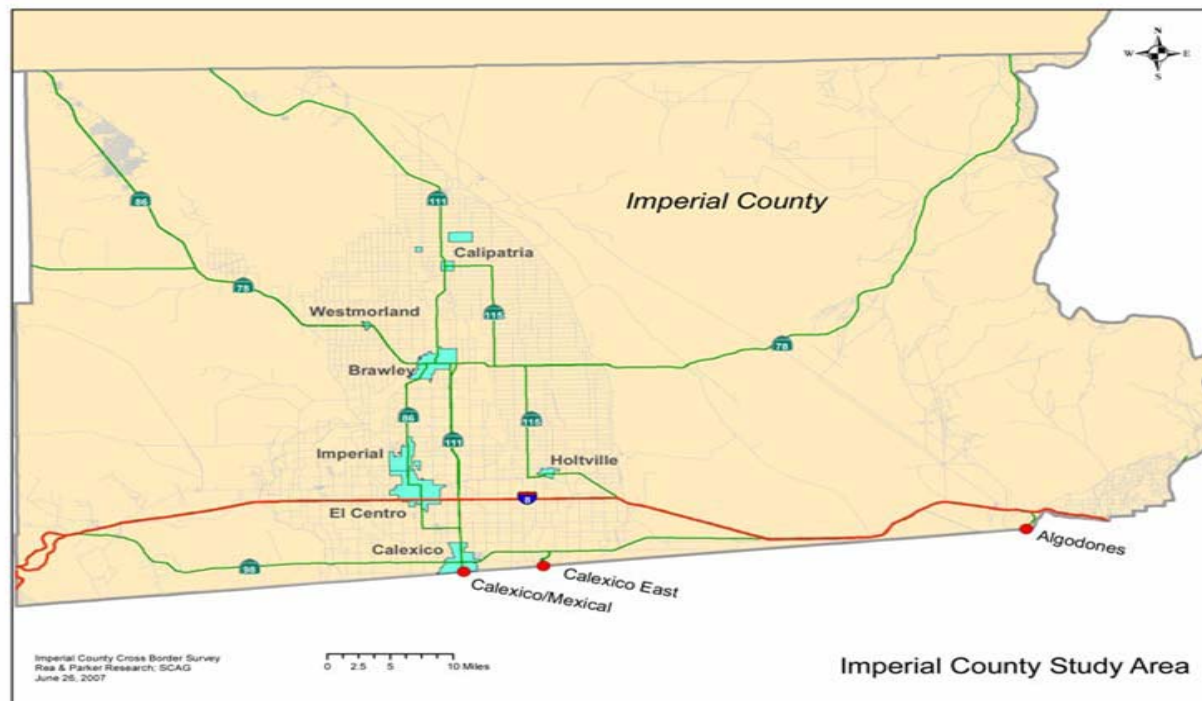
*Survey/Market Research  
Economic Consultants*

### Distribution of Completed Surveys by Survey Location

Location	Number of Completed Surveys	%
Mexicali/Calexico Downtown	3,043	58%
Calexico East	1,142	22%
Algodones	1,097	20%
<b>Total</b>	<b>5,282</b>	<b>100%</b>

### Distribution of Completed Surveys by Mode of Transportation

Mode	Number of Completed Surveys	%
Passenger Vehicles	2,918	55%
Pedestrians	1,873	36%
Commercial Trucks	491	9%
<b>Total</b>	<b>5,282</b>	<b>100%</b>





# Mexicali-Calexico Downtown

- Passenger Vehicles: Northbound and Southbound (weekday)
  - Weekday: 55% passenger cars
  - Weekend: 48% passenger cars
  - Weekday and Weekend: 58% single occupant vehicles
  - Residence
    - 70% Mexicali weekday/61% weekend
    - 28% California weekday (17% Calexico—9% other I.V.)
    - 36% California weekend (21% Calexico—13% other I.V.)
    - 2% other Mexico weekday/1% weekend



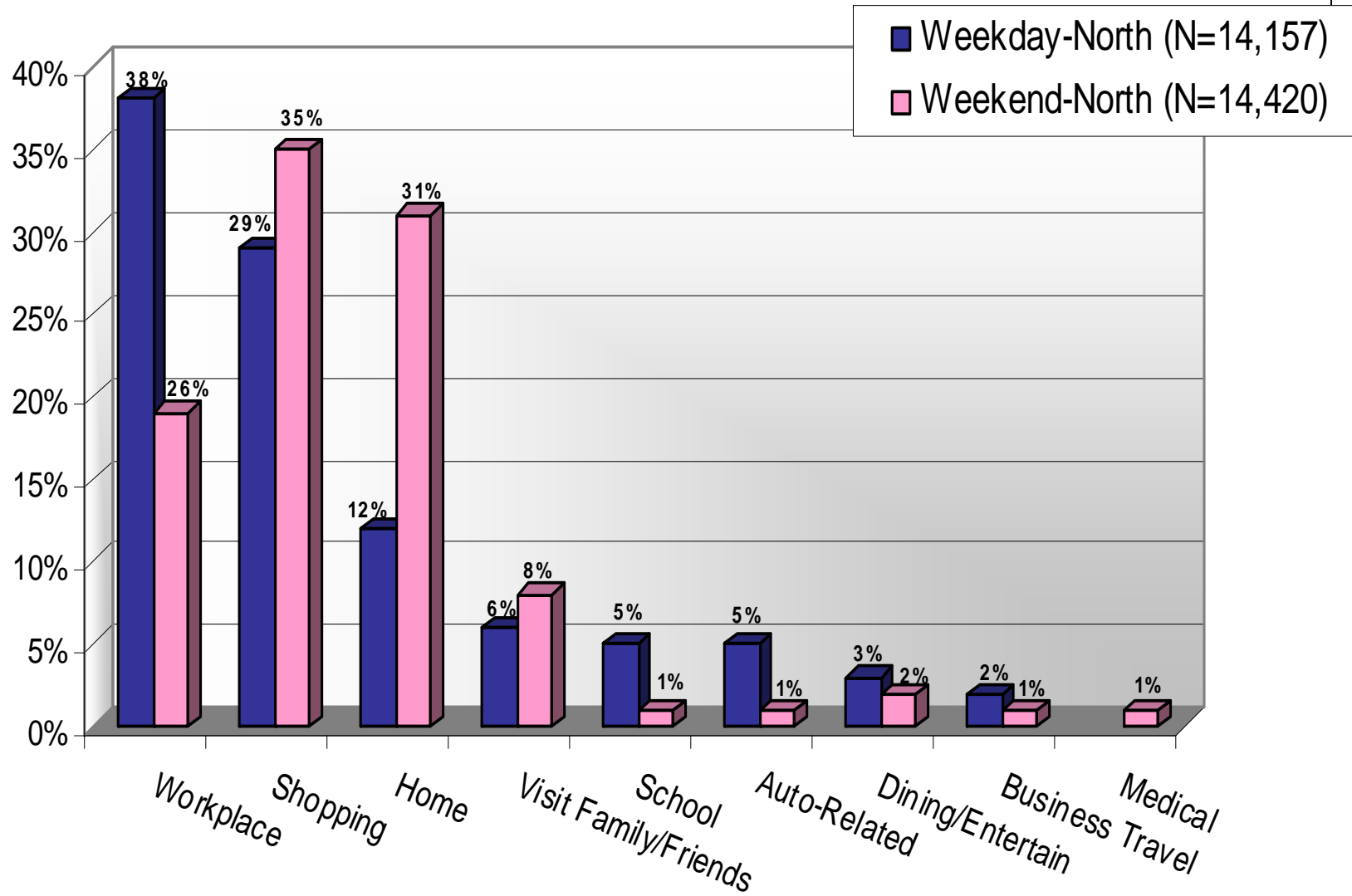
# Trip Purpose Origin-Destination Frequency

- Workplace (weekdays—agriculture)
- Shopping (weekends)
- 92%-95% home-based
- Frequency:

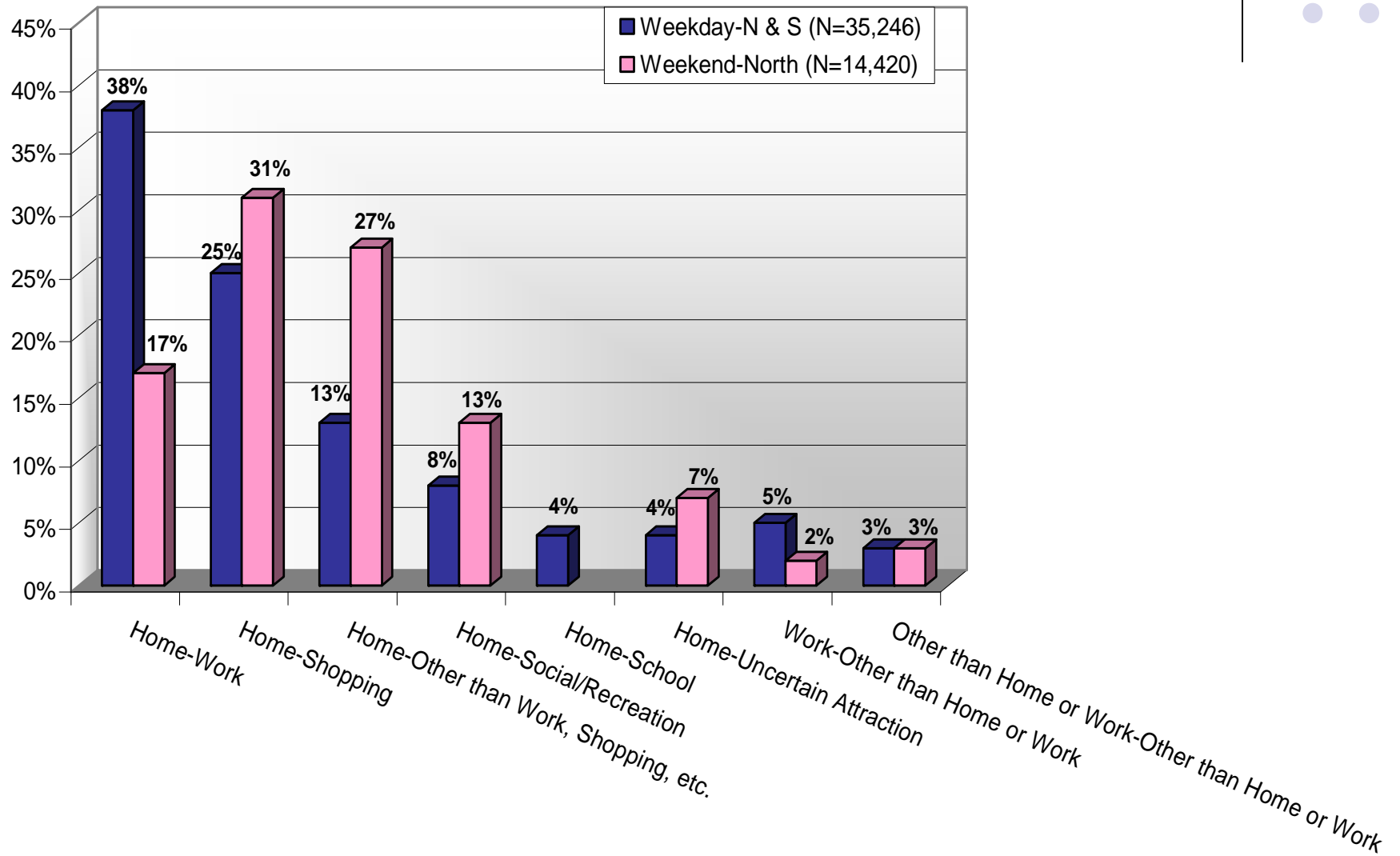
	Weekday		Weekend	
■ Daily	19%		6%	
■ Weekly	72%	(mean 3.21)	75%	(mean 2.82)
■ Monthly	8%	(mean 1.57)	17%	(mean 1.76)

# Trip Purpose

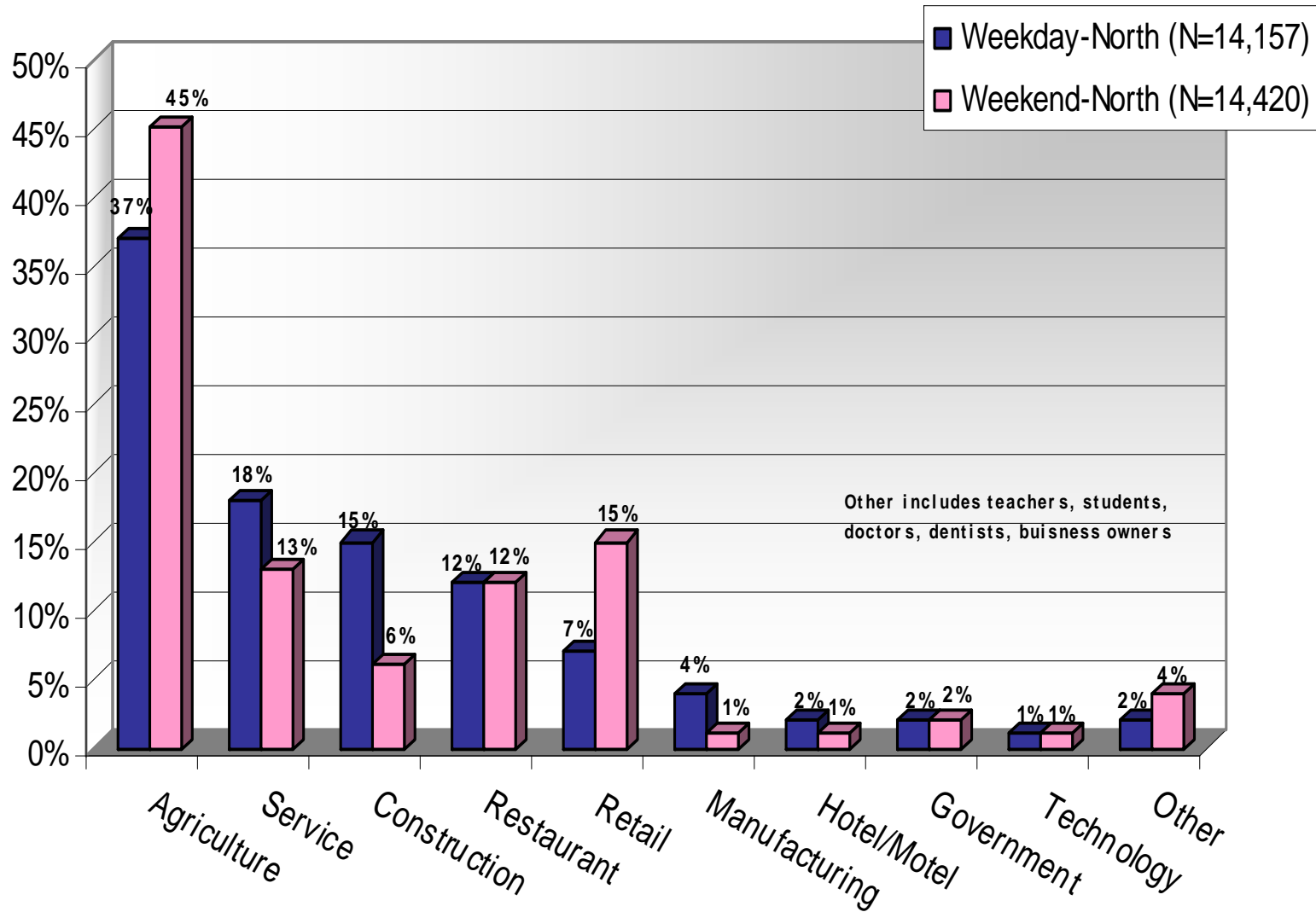
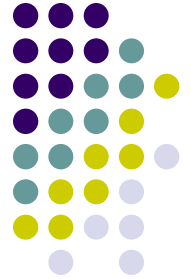
## Northbound Passenger Vehicles - Mexicali/Calexico Downtown



# Origin-Destination Northbound & Southbound Passenger Vehicles (Weekday) Northbound Only (Weekend)--Mexicali-Calexico Downtown

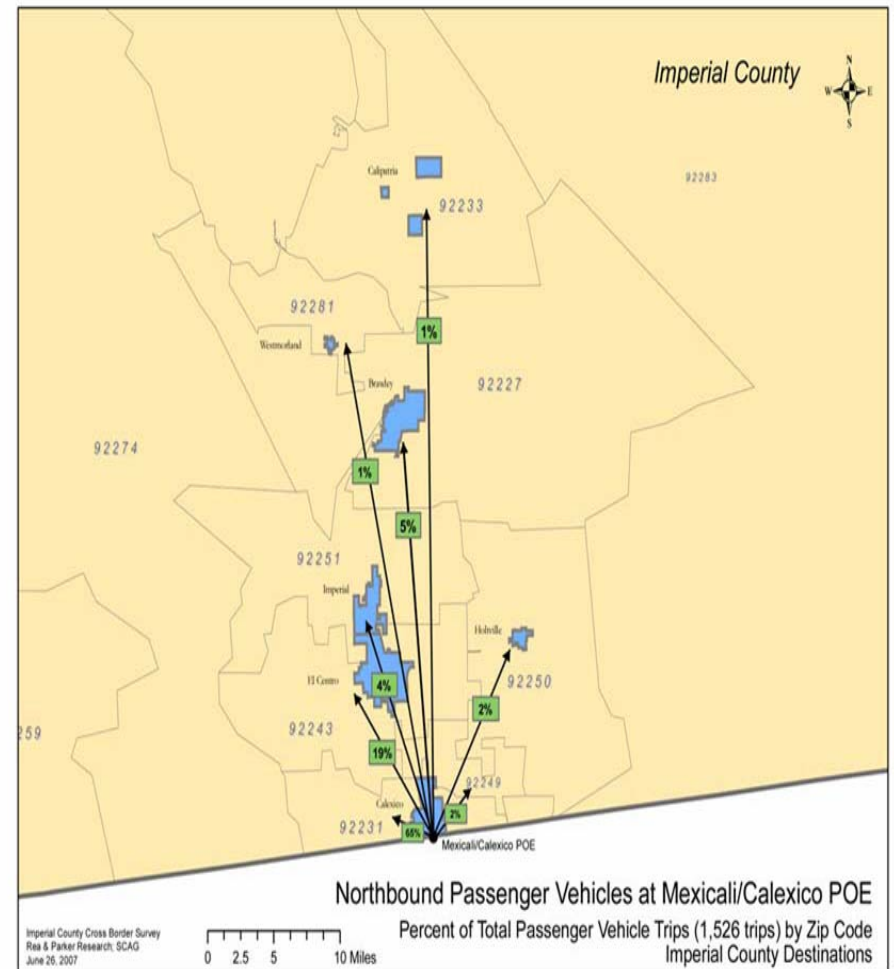


## Occupation of Commuters to/from Work Northbound Passenger Vehicles--Mexicali/Calexico Downtown





- Northbound Origin = Municipality of Mexicali
  - 96% weekday/2% Mexicali Valley
  - 94% weekend/2% Mexicali Valley/3% San Felipe
- Northbound Destination = Calexico
  - 65% weekday/15% El Centro/14% other I.V.
  - 61% weekend/18% El Centro/11% other I.V.
- Southbound Origin = Calexico
  - 68%/12% El Centro/15% other I.V.
- Southbound Destination = Municipality of Mexicali (98%)





# Mexicali-Calexico Downtown

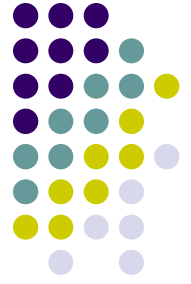
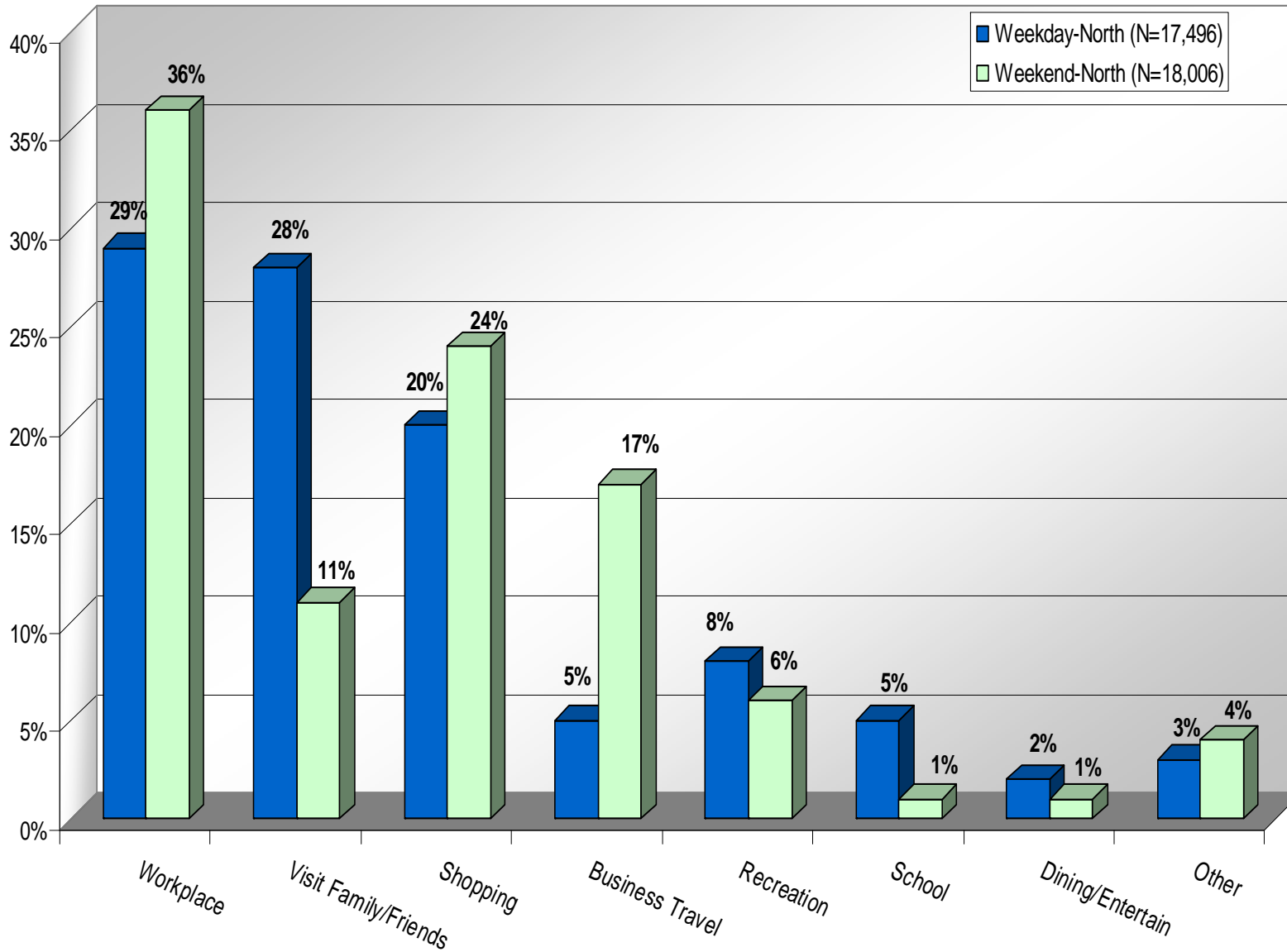
- Pedestrians:  
Northbound and  
Southbound
  - Residence
    - 64% Mexicali  
weekday/59% weekend
    - 33% California  
weekday—21%  
Calexico/10% other I.V.
    - 37% California  
weekend—22%  
Calexico/11% other I.V.
    - 2% weekday/1%  
weekend—other Mexico



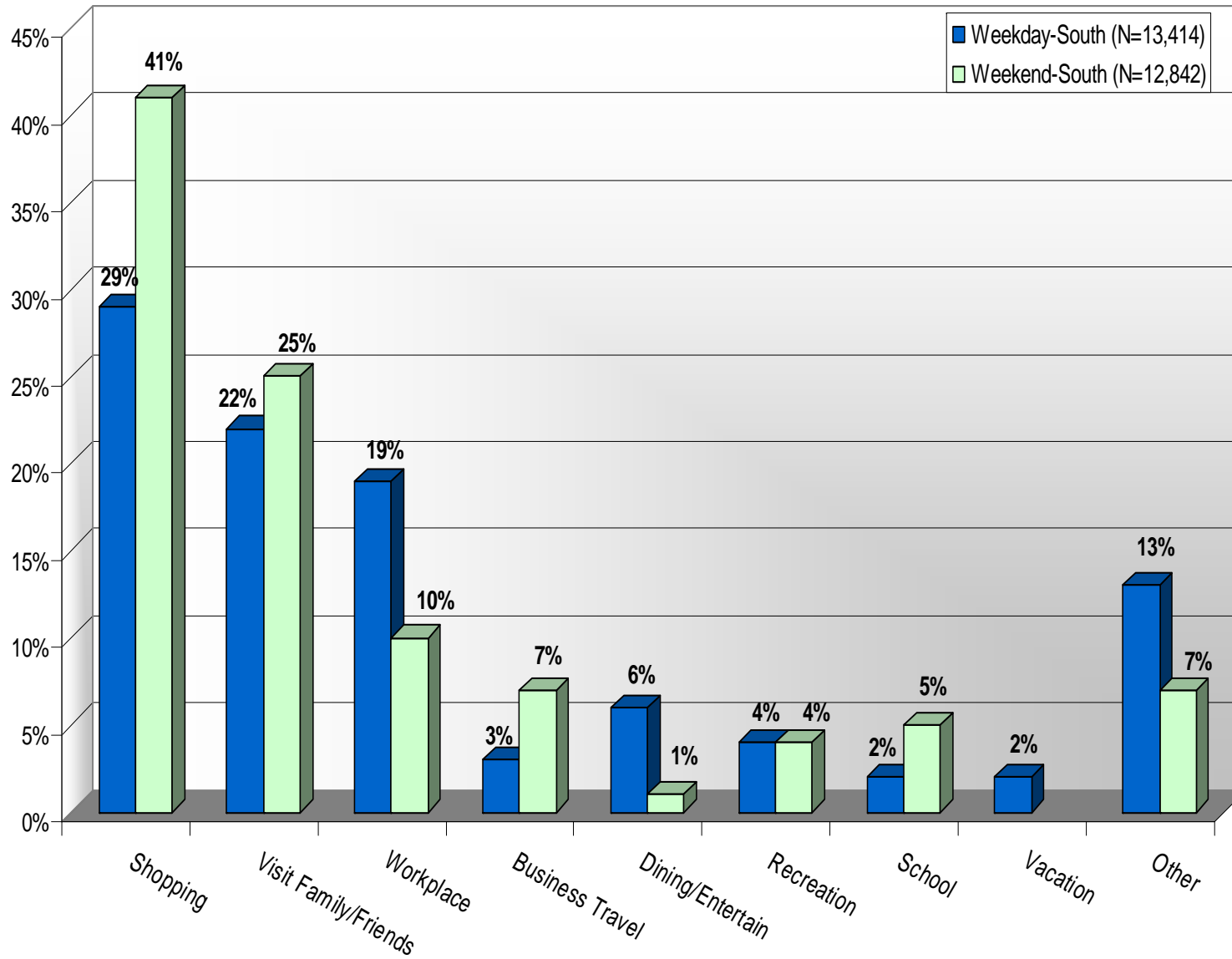
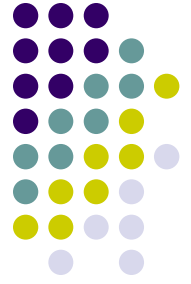
# Trip Purpose Origin-Destination

- Workplace (agriculture)
- Visit family and friends
- Shopping
- 92%-91% home-based

**Trip Purpose**  
**Northbound Pedestrians--Mexicali/Calexico Downtown**

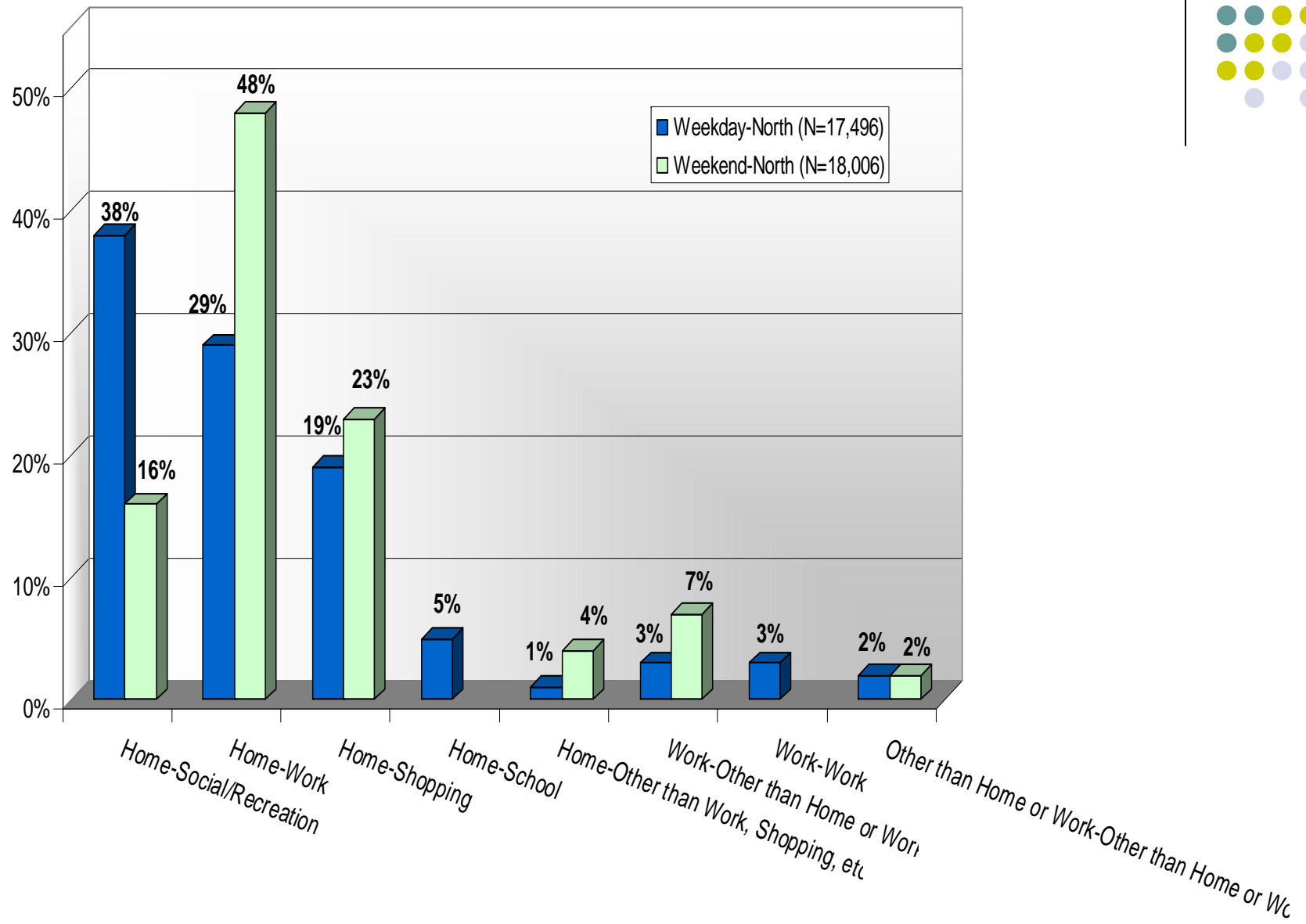


**Trip Purpose**  
**Southbound Pedestrians--Mexicali/Calexico Downtown**

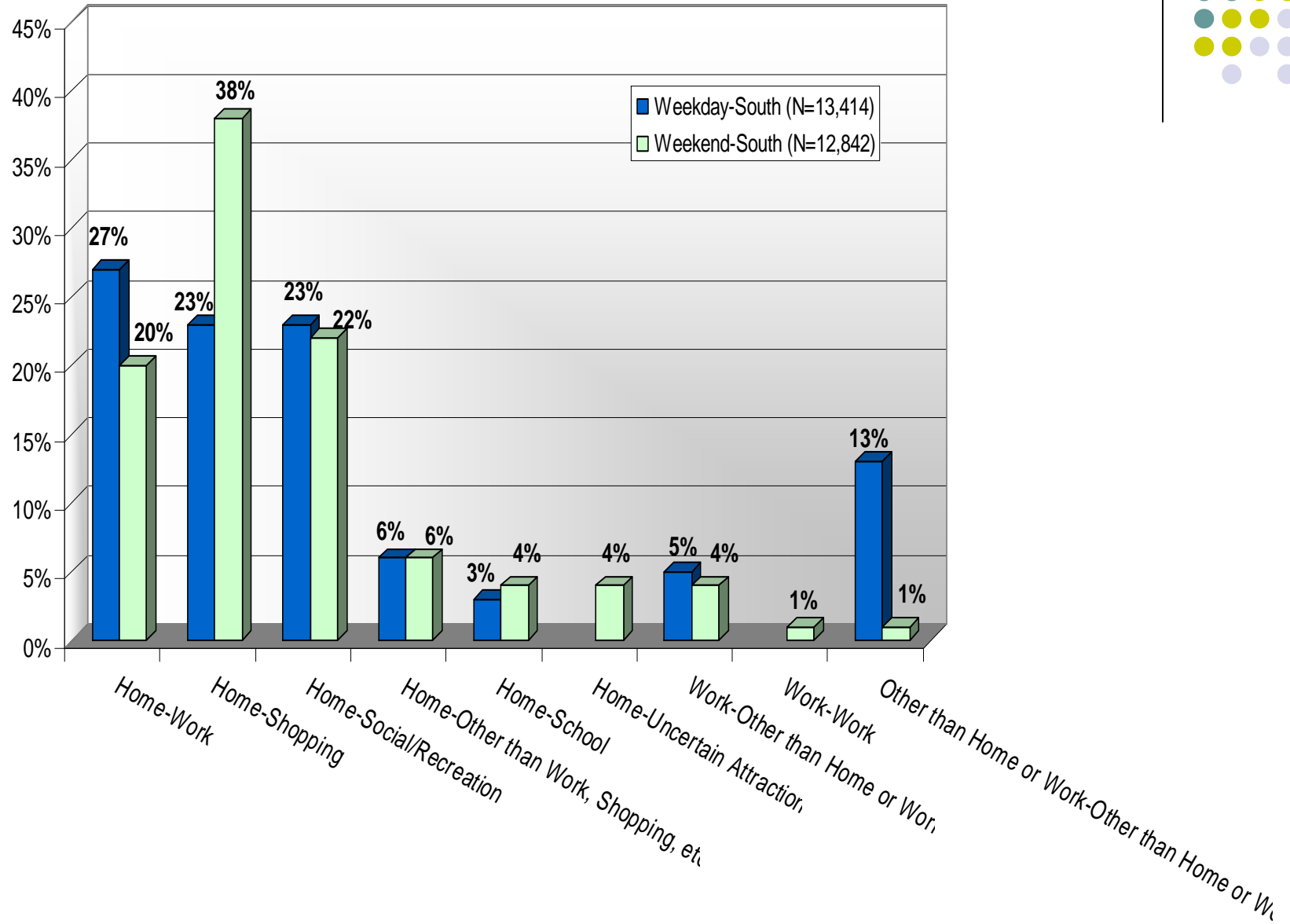




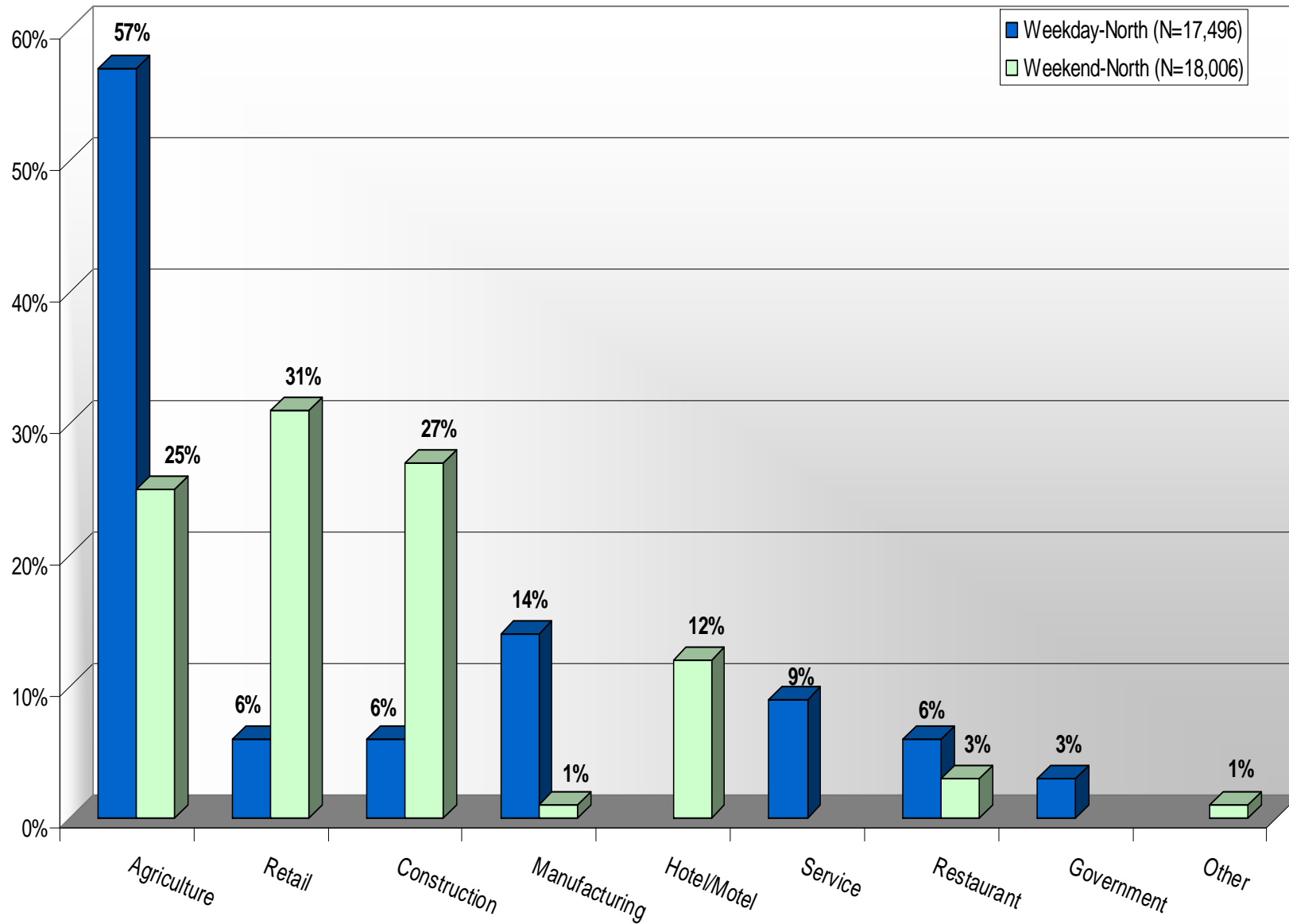
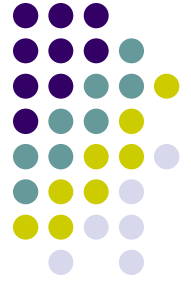
Origin-Destination  
Northbound Pedestrians--Mexicali/Calexico Downtown



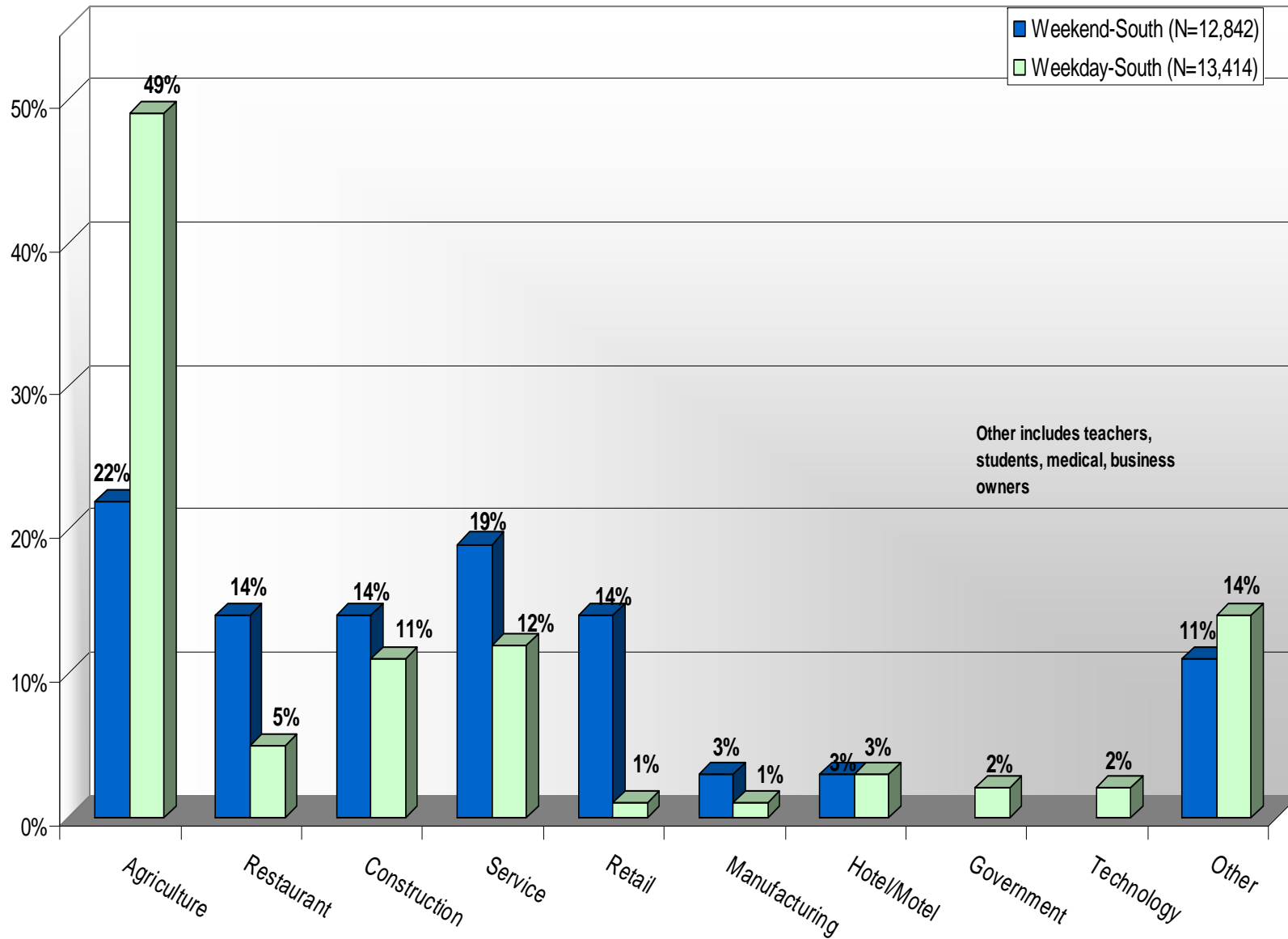
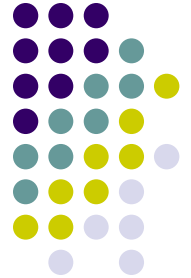
# Origin-Destination Southbound Pedestrians-- Mexicali/Calexico Downtown



Occupation of Commuters to/from Work  
Northbound Pedestrians-- Mexicali/Calexico Downtown



# Occupation of Commuters to/from Work Southbound Pedestrians-- Mexicali/Calexico Downtown





- Northbound Origin = Municipality of Mexicali
  - 99% weekday
  - 97% weekend
- Northbound Destination = Calexico
  - 69% weekday/13% El Centro/ 9% other I.V.
  - 81% weekend/ 7% El Centro/ 7% other I.V.
- Southbound Origin = Calexico
  - 75% weekday/10% El Centro/ 9% other I.V.
  - 75% weekend/11% El Centro/ 8% other I.V.
- Southbound Destination = Municipality of Mexicali
  - 98% weekday/100% weekend

# Mexicali/Calexico Downtown Pedestrians:

## Trip Frequency

- Weekday:
  - 39% daily
  - 48% weekly (mean=1.35)
  - 12% monthly (mean=1.67)
  - 1% yearly (mean=2.27)
- Weekend:
  - 10% daily
  - 53% weekly (mean=1.53)
  - 15% monthly (mean=1.98)
  - 15% yearly (mean=2.07)
  - 7% less than yearly

## Length of Stay

- Overnight:
  - Weekday--24%--average 4.09 days
  - Weekend—17%--average 2.48 days
- One Day Stays
  - Weekday—76%--average 4.66 hours
  - Weekend—83%--average 4.09 hours



# Calexico East

## ■ Passenger Vehicles: North

- Weekday: Even distribution among passenger cars, SUVs, vans, pickup trucks
- Weekend: 40% passenger cars—5% SUVs
- Weekday and Weekend: 43% single occupant vehicles
- More vehicles with children (27 percent weekday and 29 percent weekend)
- Residence
  - 71% Mexicali weekday/76% weekend
  - 26% California weekday (12% Calexico, 7% El Centro, 3% other I.V.)
  - 19% California weekend (6% Calexico, 5% El Centro, 3% other I.V.)
  - 2% Arizona weekday (3% weekend)
  - 1% other Mexico weekday/2% weekend



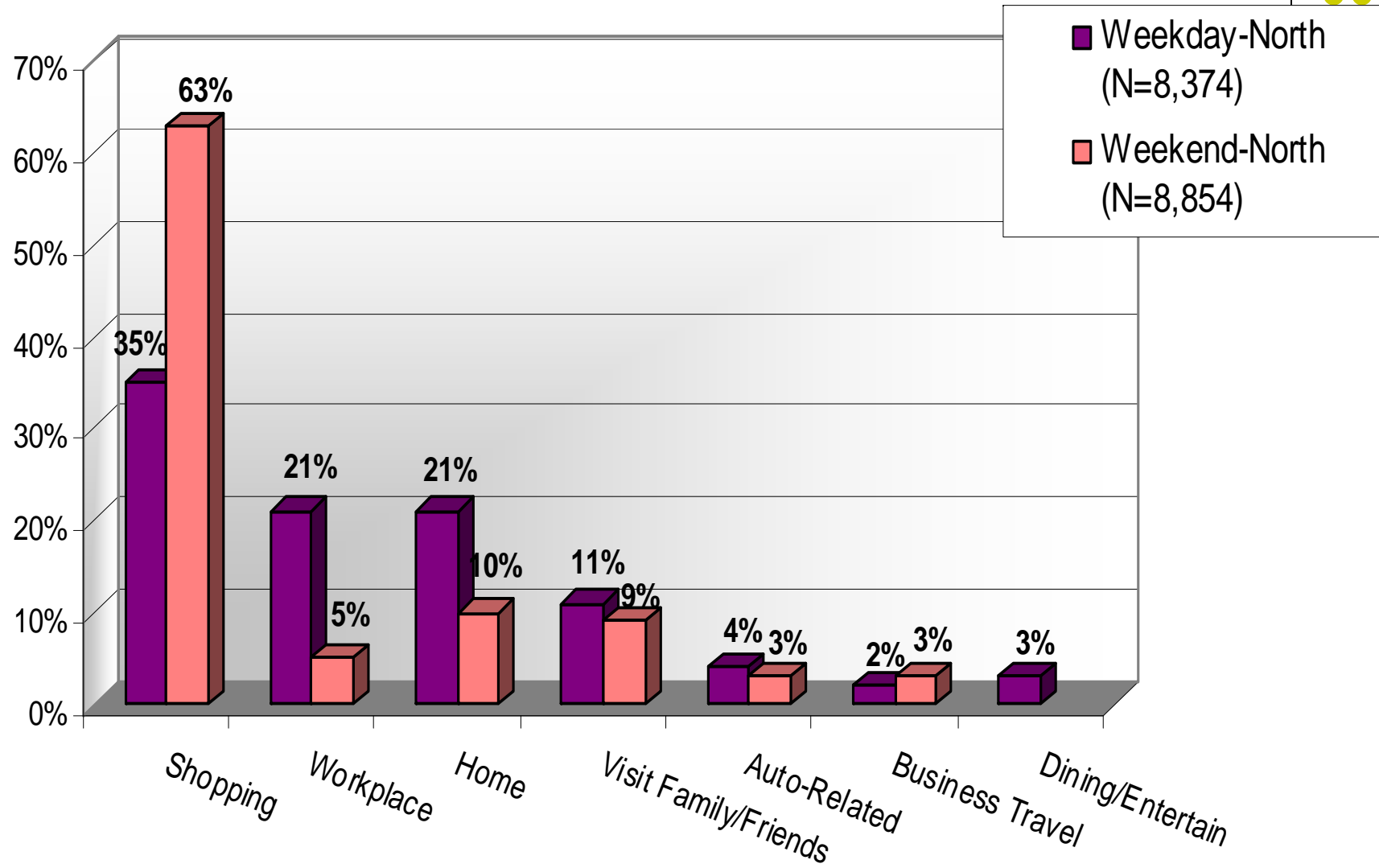
# Trip Purpose Origin-Destination Frequency

- Shopping
- Workplace (services)
- 95%-92% home-based
- Frequency:

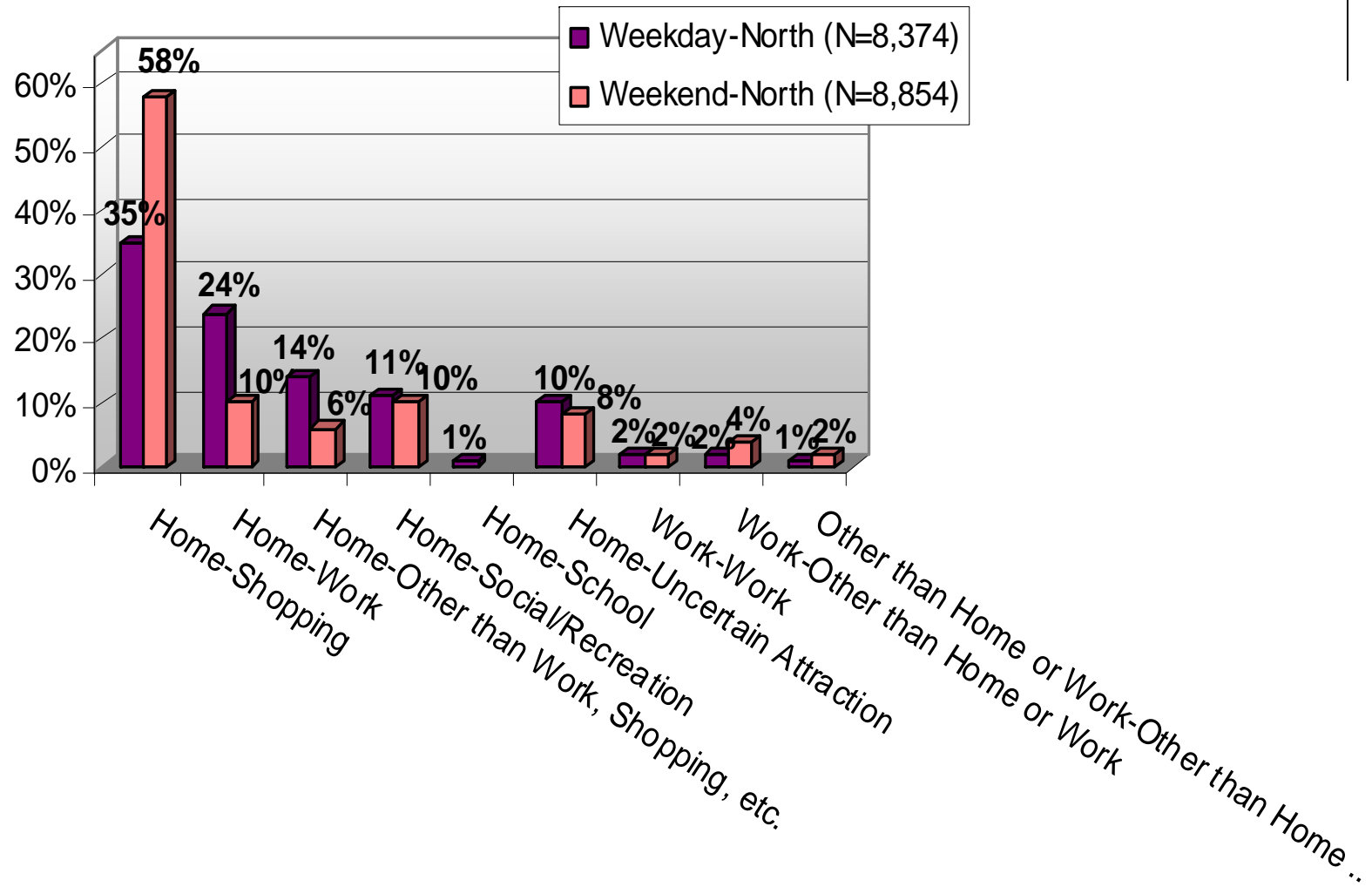
Weekday			Weekend	
■ Daily	11%		14%	
■ Weekly	72%	(mean 2.89)	61%	(mean 2.04)
■ Monthly	15%	(mean 1.84)	25%	(mean 1.70)



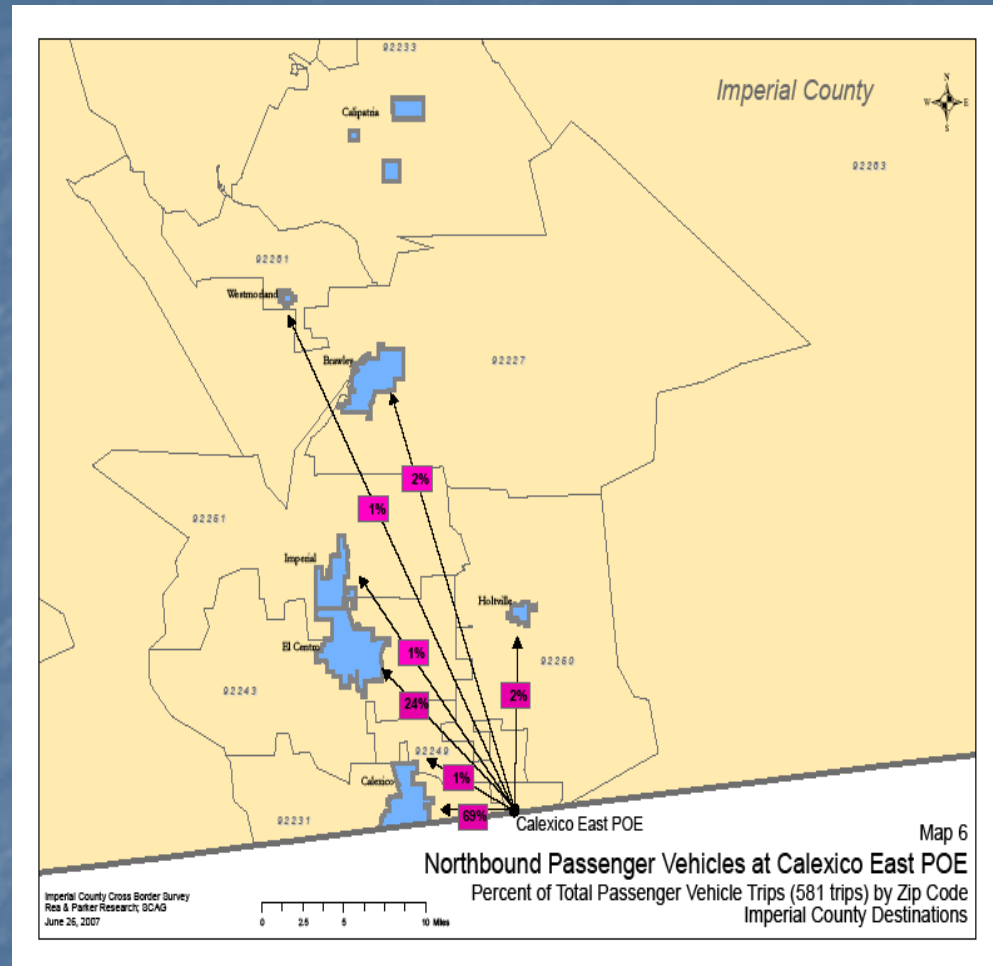
# Trip Purpose Northbound Passenger Vehicles - Calexico East



## Origin-Destination Passenger Vehicles - Calexico East



- Mexicali is the primary city of origin
  - (97% weekday and 94% weekend).
  - San Felipe contributed 4% of the origin locations for the weekend.
  
- Destinations are Imperial Valley dominated
  - Calexico (63% weekday and 61% weekend)
  - El Centro (20% weekday and 23% weekend)



# Algodones

- Passenger Vehicles: North
  - Mostly passenger cars (35% weekday/41% weekend) and pickup trucks (33% weekday and 26% weekend)
  - Weekday and Weekend: 77%-80% 1-2 occupant vehicles
  - Residence—different weekday vs. weekend
    - Weekday: 37% Arizona, 21% Mexico (5% Mexicali), 18% Oregon-Washington, 14% Other states/Canada, 10% California
    - Weekend: 54% Mexico (11% Mexicali), 24% Arizona, 5% California



# Trip Purpose Origin-Destination

- Medical/Dental
- Shopping
- 72%-73% home-based

- lower % than other POEs

## ■ Frequency:

### ■ Weekday

- Daily 10%
- Weekly 51% (mean 2.18)
- Monthly 38% (mean 1.03)

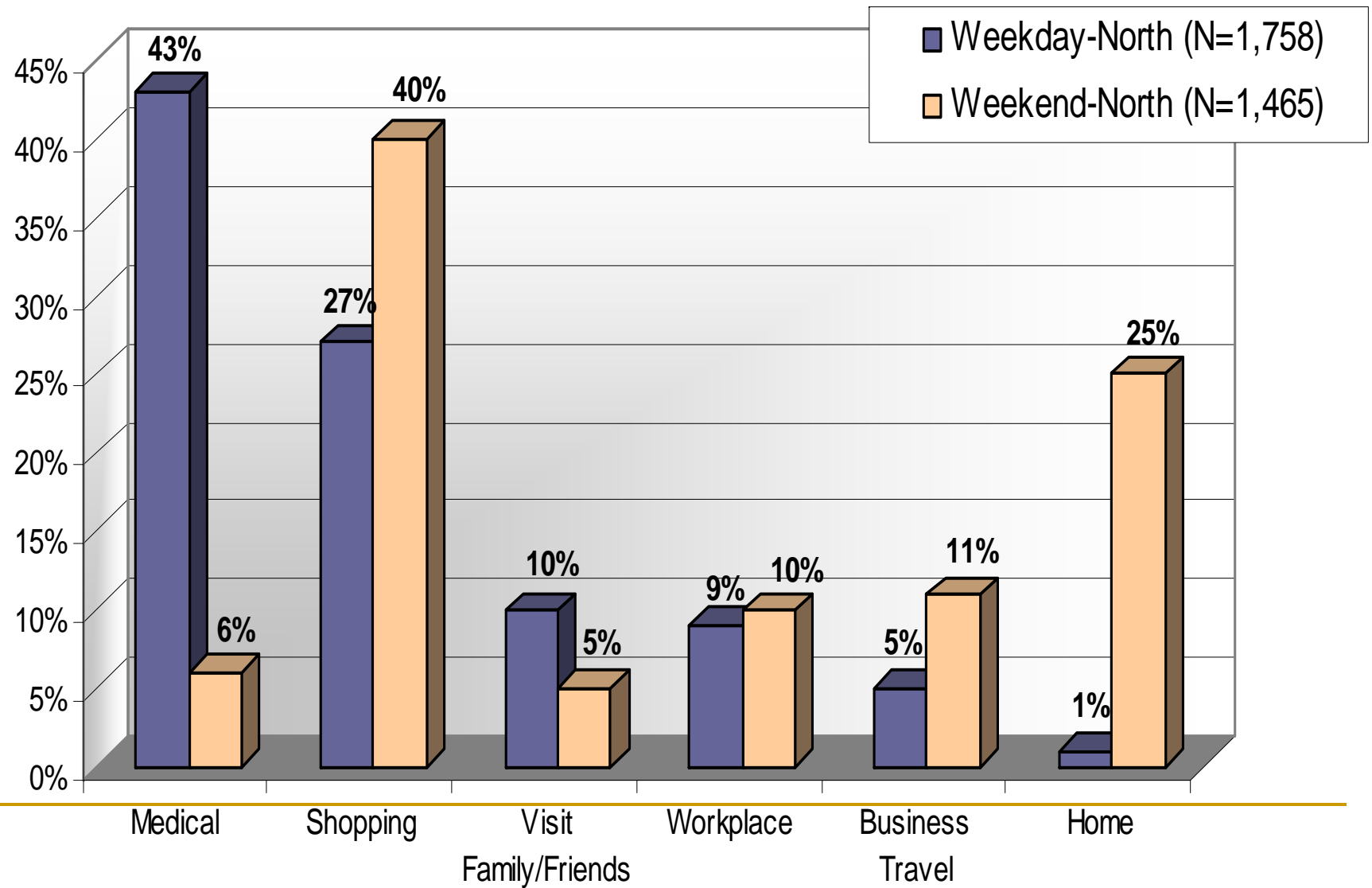
### Weekend

- 6%
- 71% (mean 3.55)
- 18% (mean 1.74)

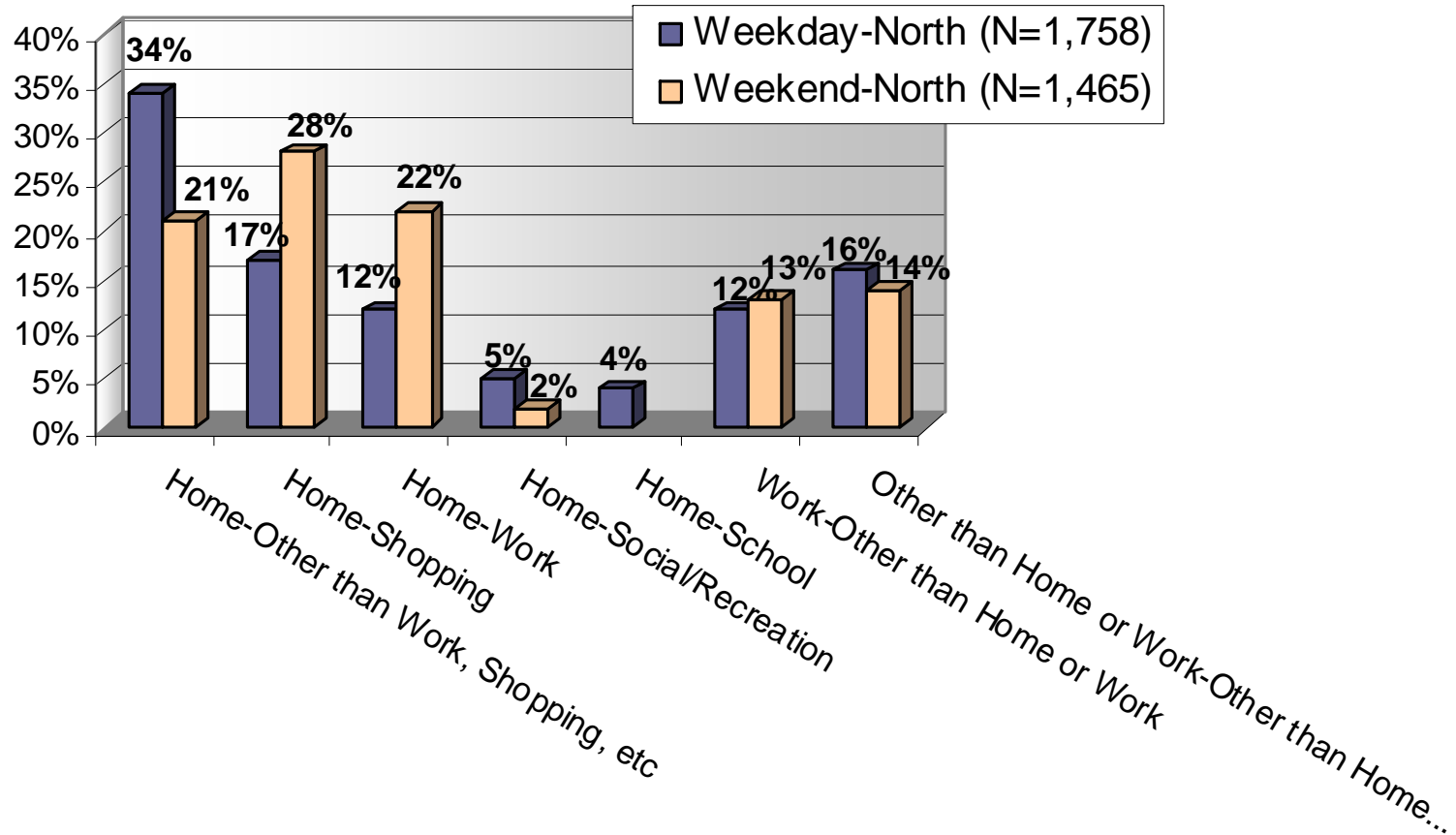


# Trip Purpose

## Northbound Passenger Vehicles - Algodones



### Origin-Destination Northbound Passenger Vehicles - Algodones



- 84% weekday and 90% weekend—Yuma area destinations

## ■ Algodones Pedestrians:

### Northbound and Southbound

#### Residence

- 35% Arizona weekday/26% weekend
- 15% Canada weekday/17% weekend
- 13% Mexico weekday/4% weekend
- 12% Washington-Oregon-Idaho weekday/  
19% weekend
- 8% California weekday/9% weekend
- 17% Other states weekday/25% weekend

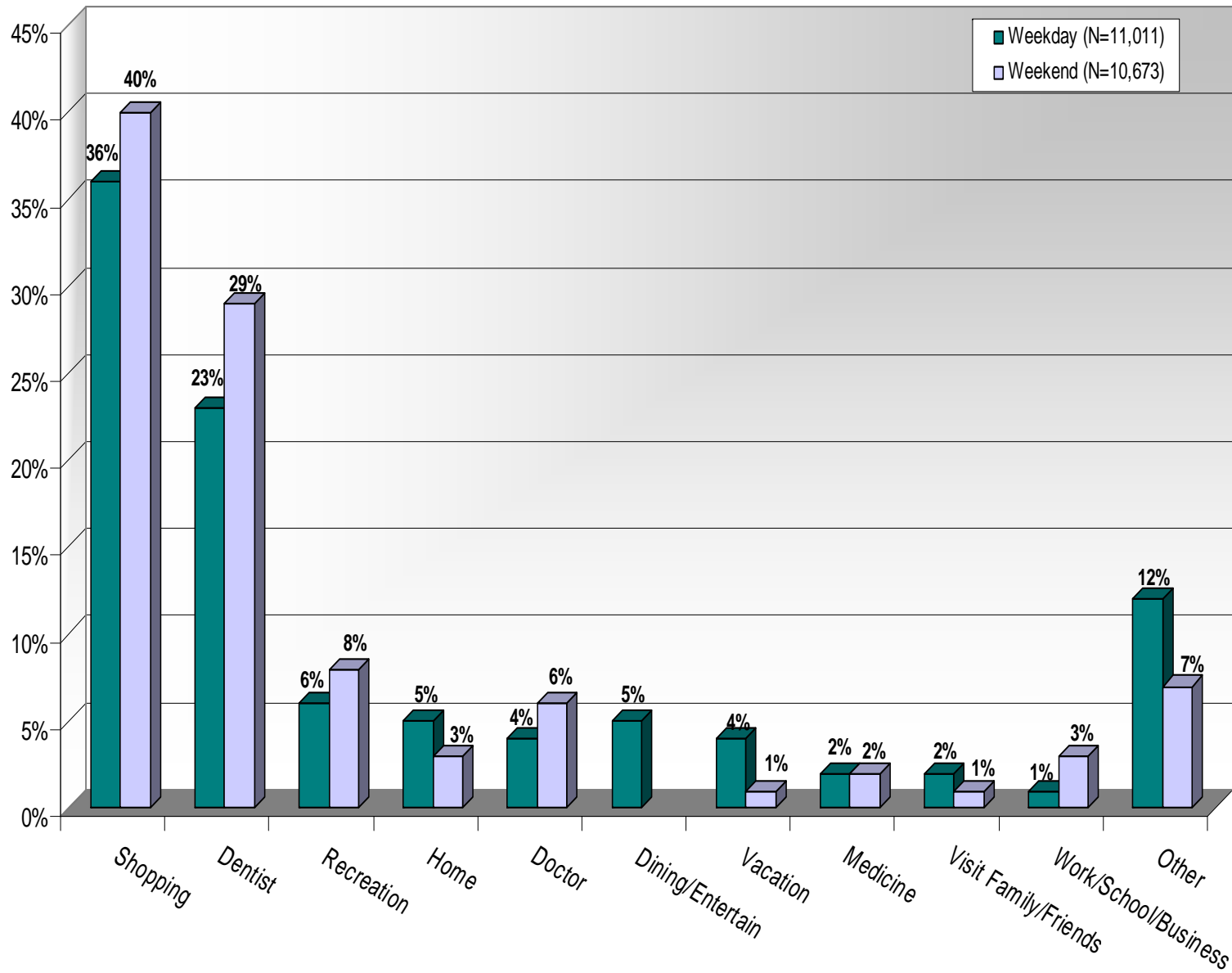
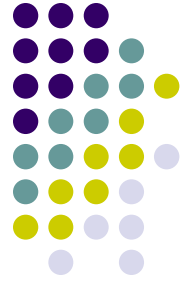
# Trip Purpose Origin-Destination

- Shopping
- Medical/Dental
- 77%-86% home-based
  - lower % than other POEs

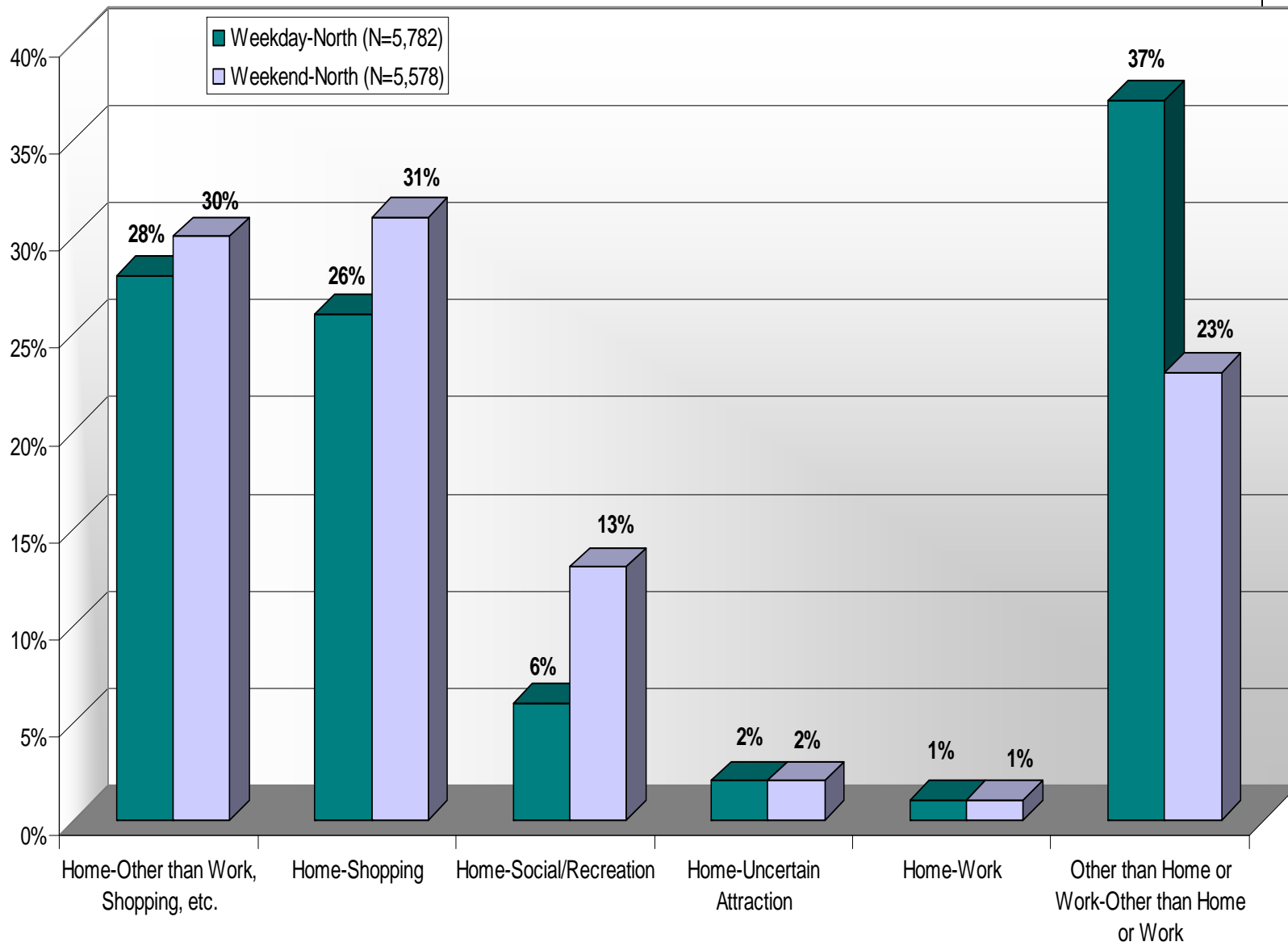
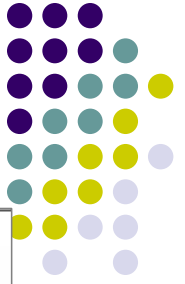


# Trip Purpose

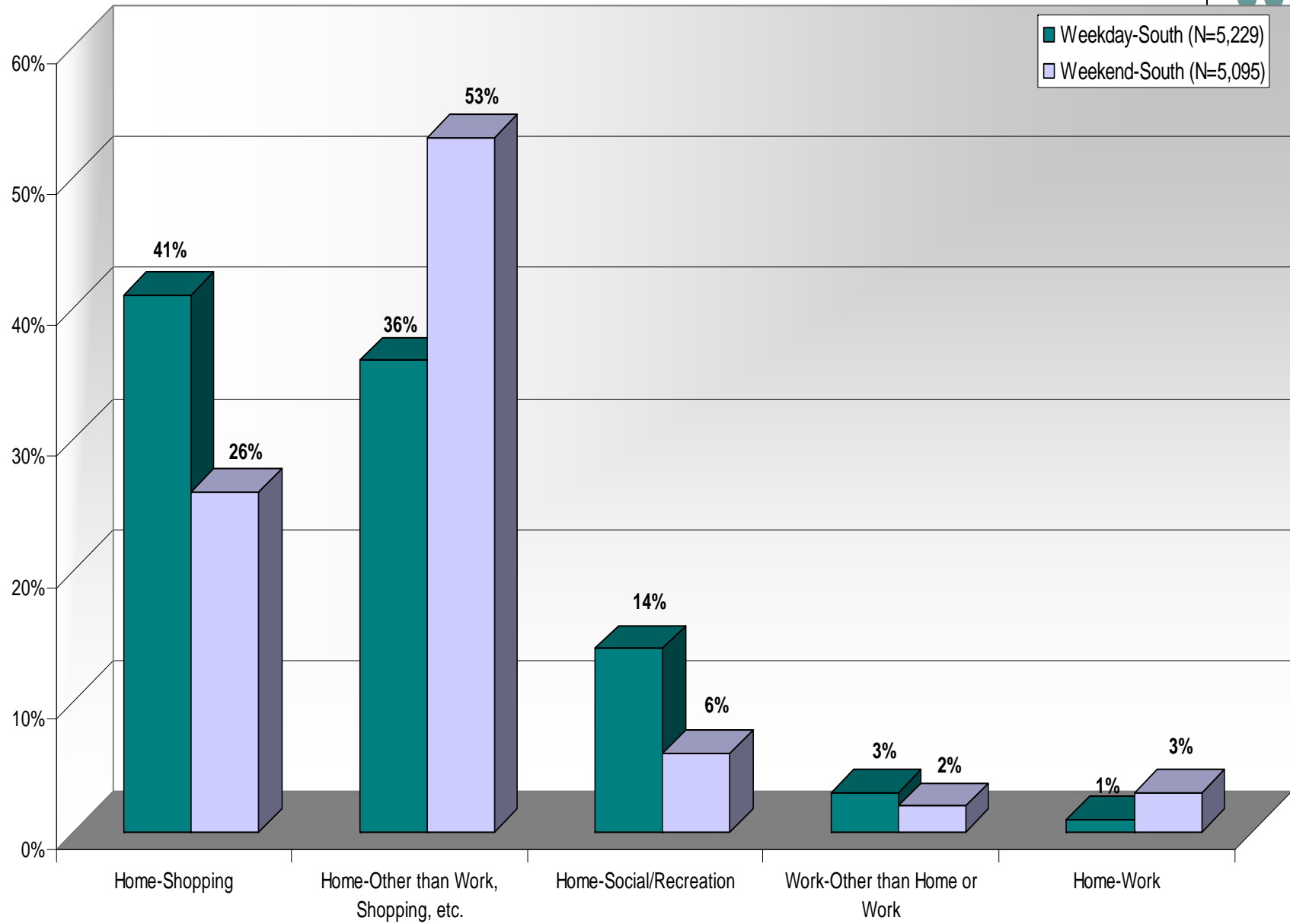
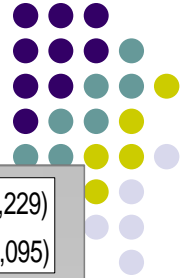
## Combined Northbound and Southbound Algodones Pedestrians



Origin-Destination  
Northbound Algodones Pedestrians



# Origin-Destination Southbound Algodones Pedestrians



## Algodones Pedestrians:

### Trip Frequency

- Weekday:
  - 1% daily
  - 38% weekly
  - 16% monthly
  - 45% yearly
- Weekend:
  - 3% daily
  - 24% weekly
  - 28% monthly
  - 45% yearly

### Length of Stay

- Overnight:
  - Weekday--17%--average 2.78 days
  - Weekend—5%--average 1.84 days
- One Day Stays
  - Weekday—83%--average 2.21 hours
  - Weekend—95%--average 2.35 hours

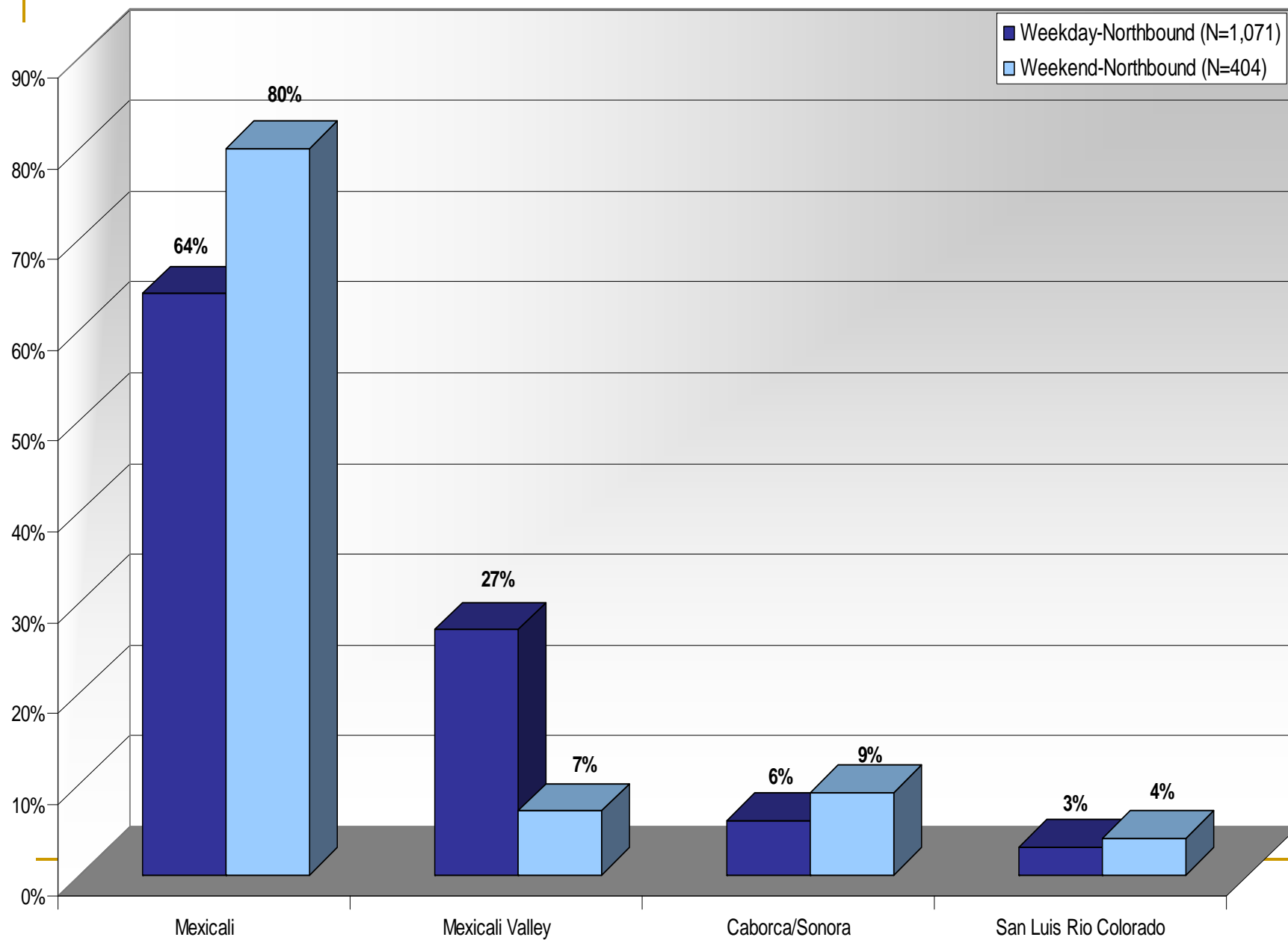


# Calexico East Commercial Trucks

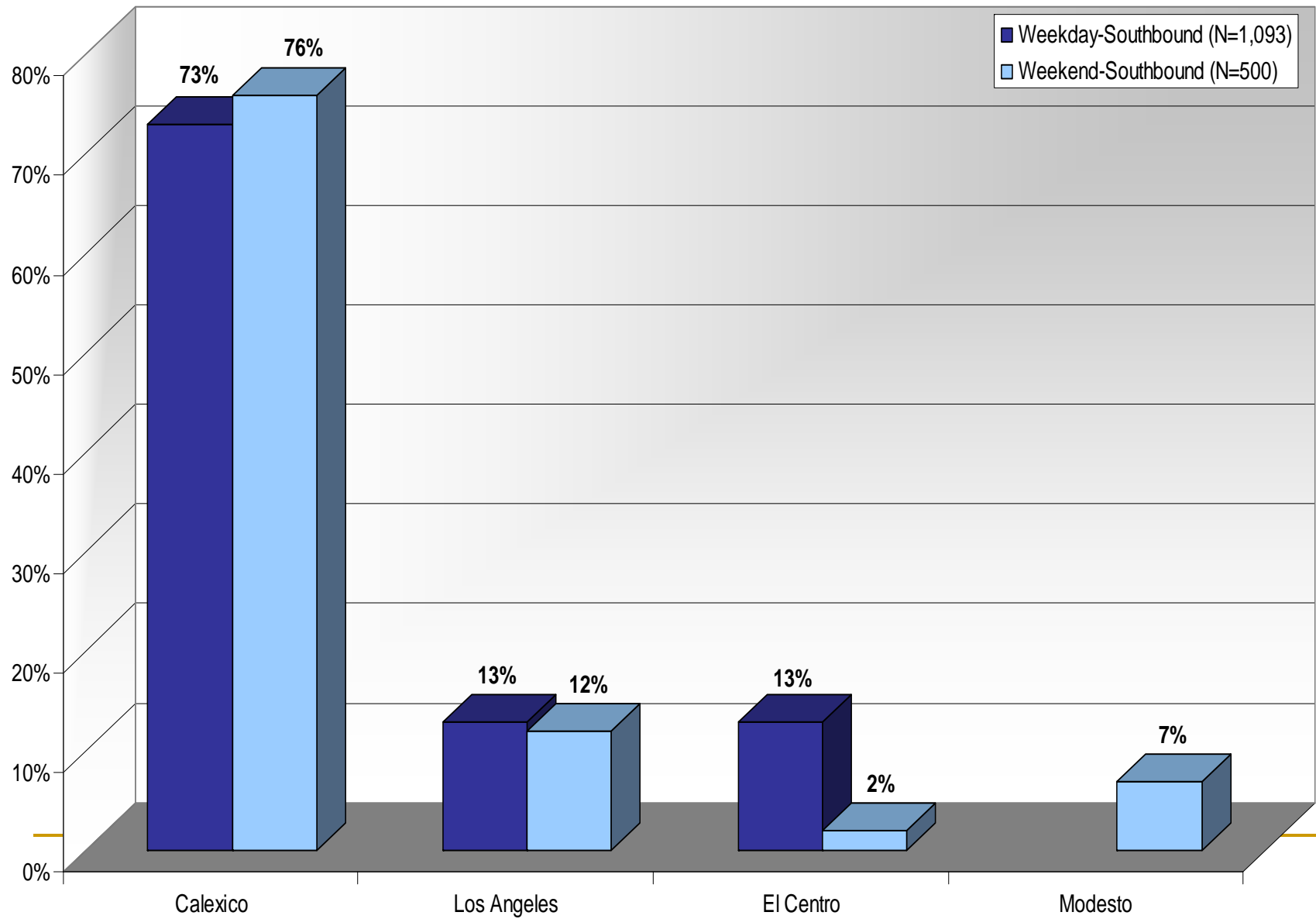


Cargo picked up and dropped off in Mexicali-Calexico  
Many southbound trucks empty  
Few driver changes at the border  
(max=9% weekday northbound)

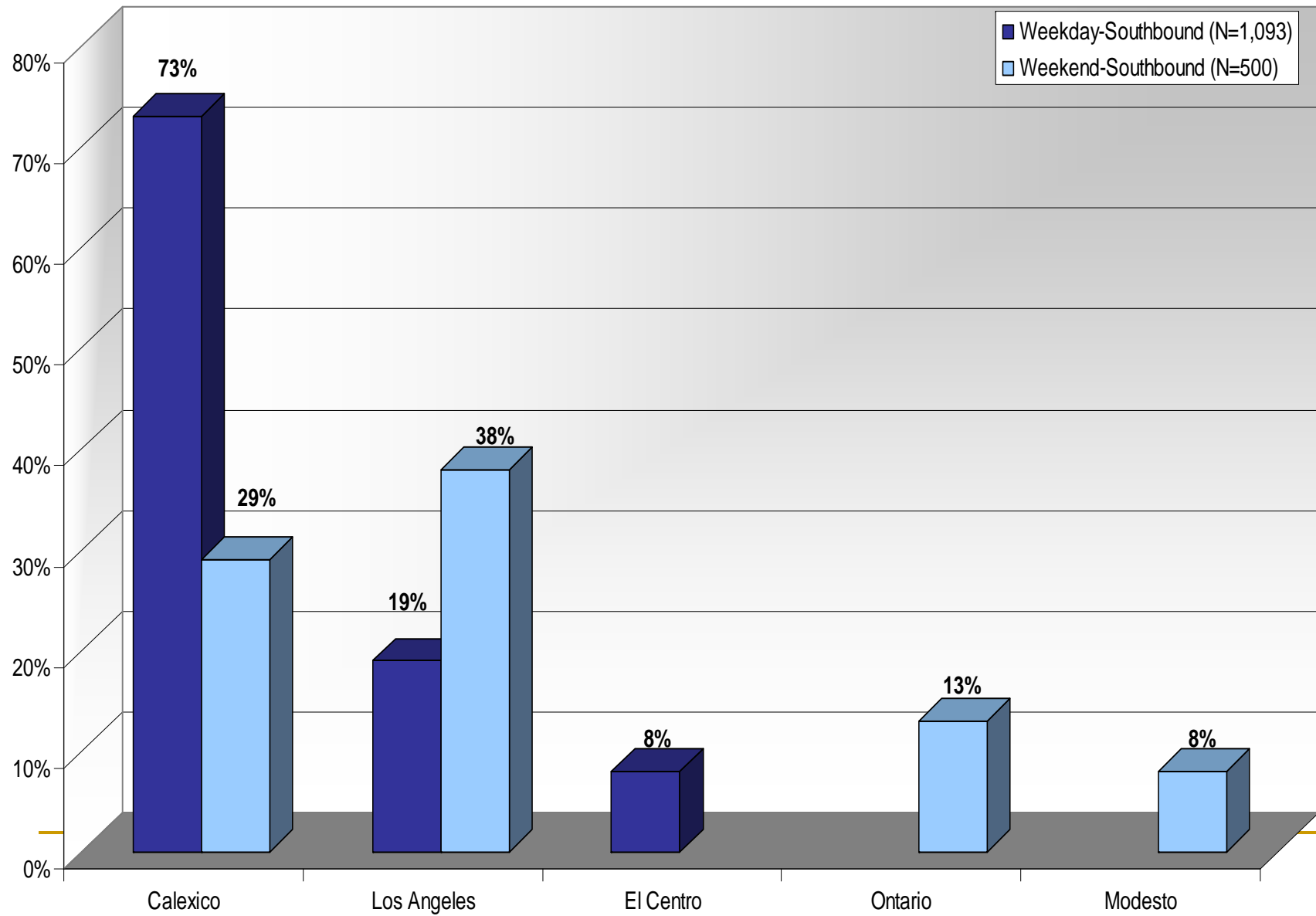
### Mexican City/Region Where Cargo Picked Up Northbound Trucks



### U.S. City Where Cargo Picked Up Southbound Trucks

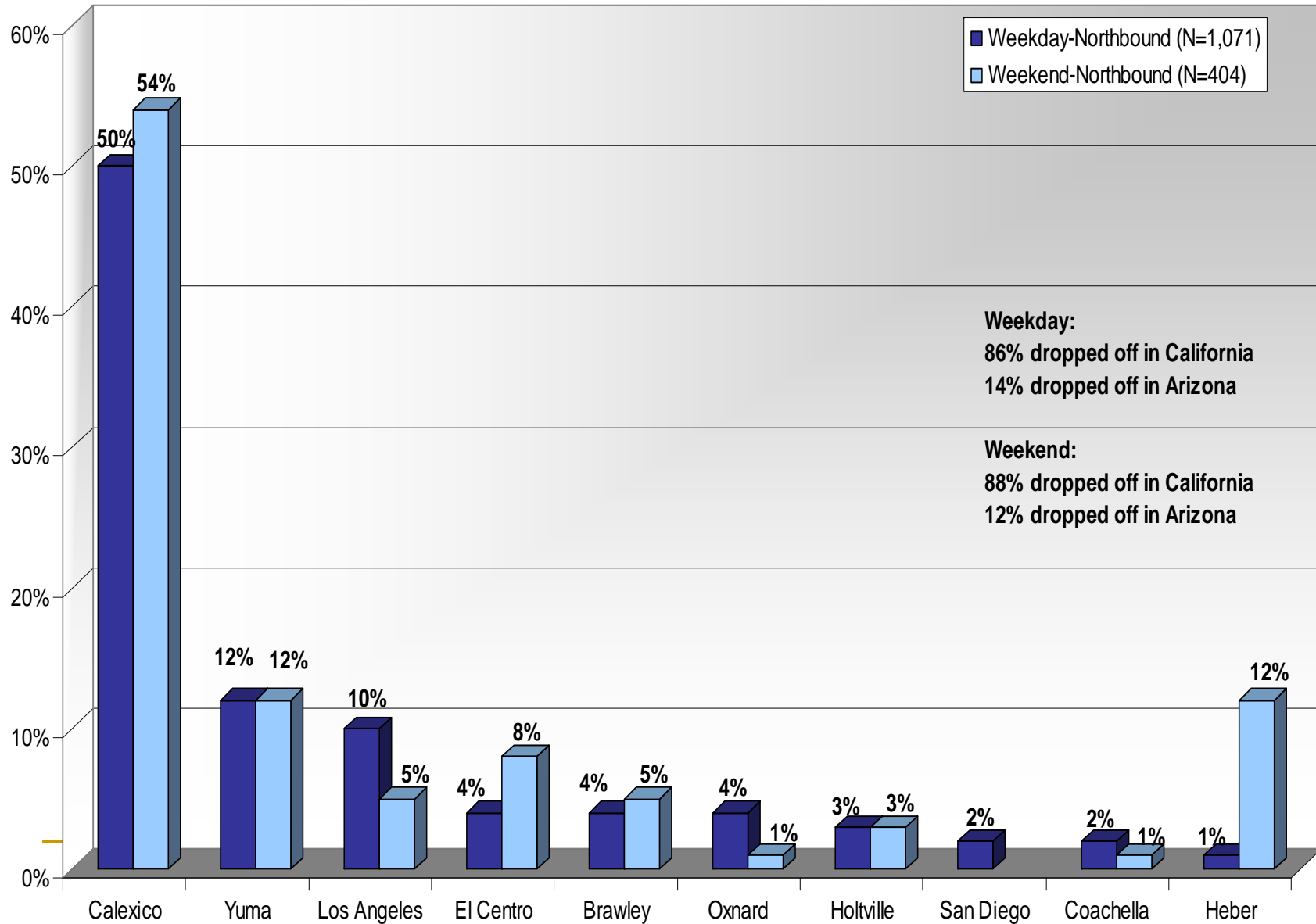


### U.S. City Where Cargo Originated Southbound Trucks

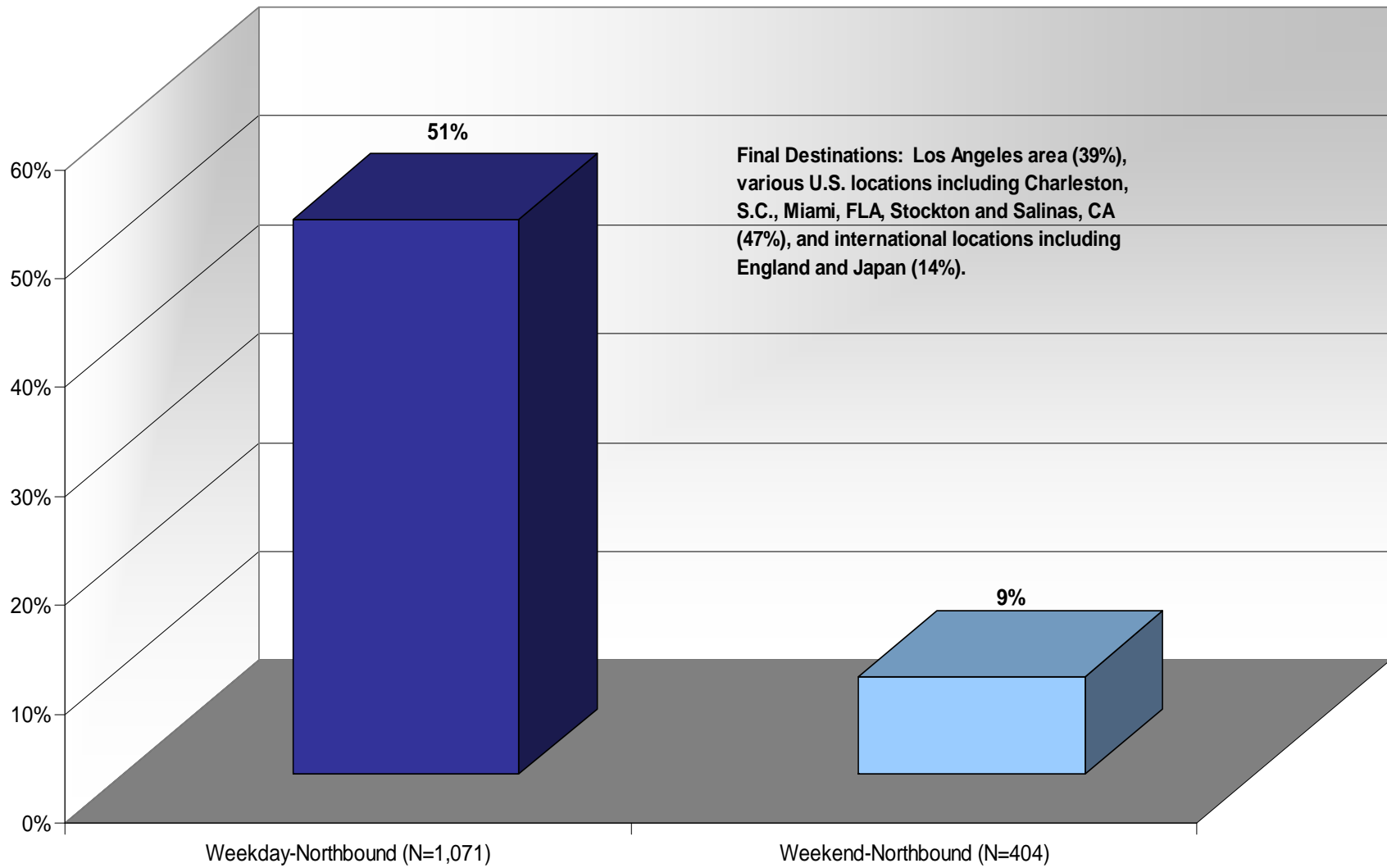




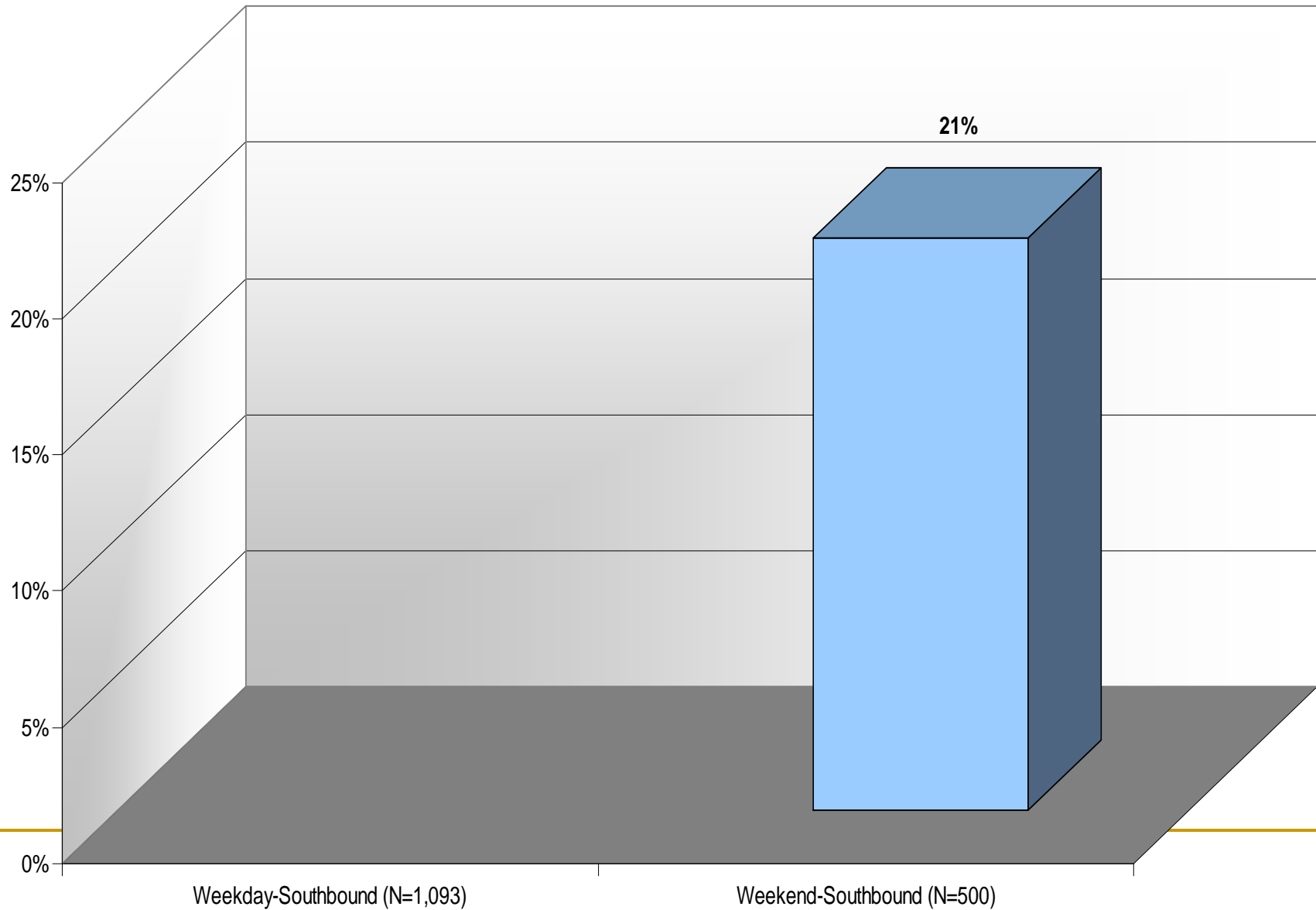
**U.S. City Where Cargo to be Dropped Off  
Northbound Trucks**



**Percentage of Northbound Trucks with Cargo that Continues Beyond Drop Off**



**Percentage of Southbound Trucks with Cargo that Continues Beyond Drop-Off**  
(Drop-off location: Mexicali 94% weekend-100% weekday)



# Trip Frequency

## Northbound

- More than one time/day
  - 41% weekday
  - 80% weekend
- Once per day
  - 47% weekday
  - 12% weekend
- Weekly
  - 11% weekday
  - 8% weekend

## ■ Southbound

- More than one time/day
  - 85% weekday
  - 89% weekend
- Once per day
  - 12% weekday
  - 8% weekend
- Weekly
  - 3% weekday
  - 3% weekend

# Cargo

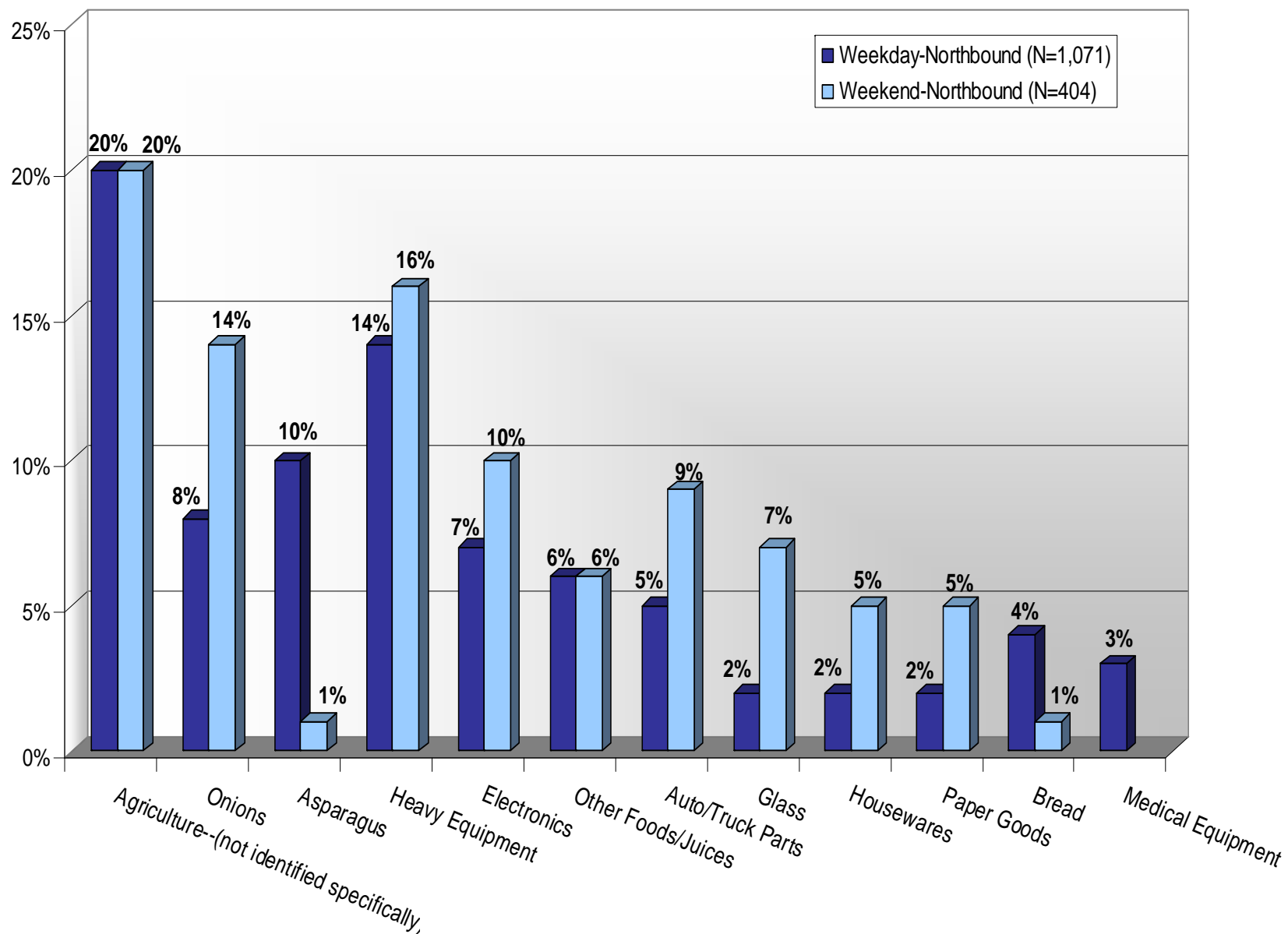
- Similar northbound and southbound
  - Agricultural products
  - Heavy equipment
  - Electronics
  - Other foods/juices (southbound)

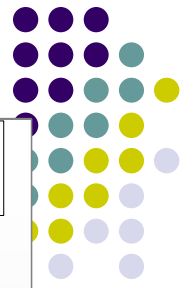






Type of Cargo Northbound Trucks





Type of Cargo Southbound Trucks

